

Subject: Re: Re: Holiday planNov 2016 16:42:48 -0600
From: "Dawn Eastin" <dawn@downtownnews.com>
Date: 11/10/2016 02:44 PM
To: "Henna Sherzai" <HSherzai@downtownla.com>

Based on our conversation today, I have updated the Holiday campaign without the BID as a partner in the Downtown For The Holidays section.

Please keep in mind that we have an early art deadline for the issue of 11/28, we would need your artwork by Tuesday November 22 because of the Thanksgiving holiday.

Holiday Campaign \$6900

- 2/3 page ad in our 11/28, 12/5 and 12/12 issue
- 2 ads per week (11/28, 12/5 and 12/12) on our daily news e-blast - Top ad
- 1 ad per week (12/1, 12/8 and 12/15) Thursday Calendar e-blast

Daily news e-blast availability per week. This is what is available as of today.

11/28 - Monday, Wednesday, Thursday & Friday (please pick two days that you want us to reserve)

12/5 - Monday & Thursday (since there are only two slots that week we will book both for you as soon as you give us the go)

12/12 - Wednesday, Thursday & Friday (please pick two days that you want us to reserve)

*Dawn Eastin
General Manager
L.A. Downtown News
1264 W. First St.
L.A., CA 90026
213-481-1448
213-250-4617 fax*

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On Nov 9, 2016, at 4:11 PM, Dawn Eastin wrote:

Hi...thanks for the call today.

Based on your goal of driving traffic to DowntownLA.com/Holiday and making sure we get you included in the Downtown For The Holidays section I

have put together the following. I have customized a package for the Holidays section to make sure you get a 2/3 page and the story in your \$7000 budget.

Holiday Campaign

- 1 article in the Downtown For The Holidays section (focusing on DowntownLA.com/Holiday and general features of the District)
- 2/3 page ad in our 11/28, 12/5 and 12/12 issue
- Logo on cover of Downtown For The Holidays section 12/5
- 1 social media (article) post during December
- 2 ads per week (11/28, 12/5 and 12/12) on our daily news e-blast - Top ad
- 1 ad per week (12/1, 12/8 and 12/15) Thursday Calendar e-blast

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Let me know if you have any questions or would like to change or see other options.

Dawn

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On Nov 8, 2016, at 3:53 PM, Henna Sherzai wrote:

Hello!

In advance of the call tomorrow I wanted to share a couple of things. We have \$7,000 in the budget to advertise with the goal of driving traffic to DowntownLA.com/Holiday. I know we'll want to run ads the week of 11/28, 12/5, and 12/12. I'm not sure this leaves any dollars for the incremental shopping guide but we can discuss tomorrow.

Thanks,
Henna

Henna Sherzai
Director of Marketing & Communications

[<image001.png>](#)

Downtown Center Business Improvement District
626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017
Call: 213-416-7515 | Fax: 213-624-0858
Web: DowntownLA.com

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